



2018-2019 annual report

 **Planned Parenthood of New York City**

From the President/CEO and the Board Chair

Planned Parenthood of New York City

Executive Offices

26 Bleecker Street

New York, New York 10012-2413

212-274-7200

Health Centers

212-965-7000

Manhattan, 26 Bleecker Street

Brooklyn, 44 Court Street

Bronx, 349 East 149th Street

Queens, 21-41 45th Road

Staten Island, 23 Hyatt Street



www.ppnyc.org



www.ppnyc.org/Facebook



www.ppnyc.org/Twitter



www.ppnyc.org/Instagram



www.ppnyc.org/YouTube

2018 and 2019 have been extraordinary years for Planned Parenthood of New York City, with moments of both triumph and alarm. Through it all, we never stopped providing the high-quality health care services and programs that our communities need and deserve.

We fought against the Trump-Pence administration's attacks on Title X and the teen pregnancy prevention program. We stood with sexual assault survivors and protested against the dishonorable confirmation of Brett Kavanaugh to the U.S. Supreme Court. We rallied for immigrant and transgender rights and economic justice, and advocated for comprehensive sexuality education for young people.

And yes, we fought for and won the right to safe, legal abortion access in New York State. In a historic victory, PPNYC celebrated the passage of the Reproductive Health Act, finally bringing our own state laws in line with *Roe v. Wade*, and bringing us one step closer to a New York where all people have true sexual and reproductive freedom.

PPNYC continues to lead the way for sexual and reproductive health, rights, and justice here in New York City. We are expanding our Brooklyn and Bronx health centers so we can serve more patients, adding two state-of-the-art mobile health centers to the streets of New York, investing in telehealth, and more.



Laura McQuade (l), President and CEO and Katie Danziger (r), Board Chair

And we are thrilled to announce our biggest expansion of all - as of January 2020, we will merge with four other Planned Parenthood affiliates across New York State to become Planned Parenthood of Greater New York, with Laura McQuade at the helm.

We know that we are stronger together. The five affiliates combining our efforts are Planned Parenthood of New York City, Nassau County, Mid-Hudson Valley, Mohawk Hudson, and Southern Finger Lakes. We will be the largest Planned Parenthood affiliate in the country, overseeing 28 health centers and serving 65% of the state. By joining forces, we can serve our communities more effectively and have a stronger advocacy voice in Albany. Planned Parenthood of Greater New York will transform how we work to increase equity and access to sexual and reproductive health services across much of this great state.

We are so excited about all that's to come, and we will honor the longstanding legacy of PPNYC as we move forward. We were, of course, the very first Planned Parenthood in the nation - and throughout our history we have been early adopters of innovations in health care, community programming, and policy. We are indebted to the leadership of PPNYC that has come before us, and we bring the same deep care and love of this organization into all of the work ahead.

With stalwart supporters and advocates like you at our side, we embark upon this new chapter with gratitude, confidence, and a commitment to take Planned Parenthood to greater heights.

Laura McQuade
President and CEO

Katie Danziger
Board Chair

PPNYC 2018 by the Numbers



91,409

Total visits to our five health centers



92,644

Tests for sexually transmitted infections

5,452

Pap tests screening for cervical cancer

58,314

Sexual and reproductive health visits

901

HPV vaccines

33,978

HIV tests



6,666

Patients enrolled in health insurance with PPNYC's help



4,907

Pregnancy tests



17,234

Young people reached by education programs

6,560

Adults reached through workshops and trainings



19,747

Abortions (93% in the first trimester)

160,000

E-activists in our online Action Alert network



37,922

Followers of our Facebook, Twitter, and Instagram sites



In 2018, PPNYC developed a new Vision statement that represents our highest aspirations for the future, and a new Mission statement that reflects our purpose and focus to advance that vision over the next five years:

VISION

Building a world where all communities have full access to innovative, high-quality, affordable, evidence-based sexual and reproductive health services, which will always include abortion, whenever, wherever, and however they are needed.

MISSION

PPNYC is a leading provider of sexual and reproductive health services and information, a fierce advocate, and a committed partner to advance equity and improve health outcomes for all.

To fulfill PPNYC’s vision and mission, we developed a five-year strategic plan to guide our work in 2019-2023. We identified four goals that will require a collective effort of all staff - and often, collaboration with community partners:

- » **Provide Quality Services**
- » **Expand Access to Services**
- » **Strengthen Community Engagement and Mobilization**
- » **Advance Health Promotion**

We are proud to share examples of how we’re working toward achieving our goals.



Provide Quality Services

We aim to offer health care services that are an excellent experience for patients, evidence-based, reflective of best practices, and supported by cutting-edge technology. Here are some examples of how we're doing this:



Online appointment scheduling

- Introduced in 2018, online appointment scheduling gives patients the ability to make an appointment with a just few clicks on a phone or computer, 24/7. It now accounts for 37% of all appointments and improves workflow in our five health centers.



PP Direct - PPNYC is the provider for the Planned Parenthood Direct (PP Direct) telehealth app for people throughout New York State. Using this app on their phone, individuals can get low-cost birth control mailed directly to their home, or have their birth control or medicine for a urinary tract infection prescribed directly to the pharmacy of their choice.



Insti HIV testing

- Employing the most advanced method of HIV detection, the Insti test is 99.96% accurate and provides results in 60 seconds or less. We offer it to every patient who comes through our doors, along with expert advice about HIV prevention and compassionate counseling and referrals for those who learn they have HIV.



“I kept going to Planned Parenthood for years and I always felt safe and comfortable there.”

—**Selenis Leyva**, a star of “Orange Is the New Black,” who first came to PPNYC as a college student



WHERE WE'RE HEADED

PPNYC is an early adopter of innovations in health care that can lead to better outcomes and reduce health disparities:

- » **PrEP and PEP**, two medications that can prevent HIV, are offered to our patients at all our health centers and Project Street Beat, our program that brings a mobile health center to underserved communities.
- » PPNYC is a participating site in a clinical trial comparing the **Paragard IUD and the Mona Lisa IUD**, which is not yet approved in the United States. This study has the potential to increase the availability of contraceptive options in this country.

We continue to break ground in providing sexual and reproductive health care and information that enable people to control whether and when they become parents.

Expand Access to Services

We strive to make sexual and reproductive health services and information accessible to all, when, where, and how they are needed. We are:



Increasing hours at all centers - We expanded the hours at several of our health centers in 2018 and again at all five of our health centers in 2019, adding more evening and weekend appointment slots for the convenience of patients.



Offering more services at more centers - We increased the number of centers offering vasectomy, medication abortion, and gender-affirming hormone therapy. And we began offering syphilis treatment, menopausal hormone therapy, and depression screening at all five centers.



Launching a new Keith Haring Foundation-Project Street Beat mobile health center - This 40-foot, state-of-the-art vehicle with a larger exam room, additional space for counseling and group education, and advanced technology enhances Project Street Beat's ability to provide more robust mobile health services in underserved communities.



WHERE WE'RE HEADED

We are widening our scope and enlarging our facilities. We will:

- » Expand **gender-affirming hormone therapy** and related care from two health centers to all five of our centers.
- » Expand beyond sexual and reproductive health care to offer **behavioral health**, some primary care services, and possibly pre-natal care.
- » Expand **harm reduction services** for substance use.
- » Add **two mobile health centers** and carry out expansions of our Brooklyn and Bronx health centers that are expected to increase appointment capacity by 46% in Brooklyn and 75% in the Bronx.

We want to be the provider of choice that can help people live their fullest, best lives and respond to our patients' basic primary and behavioral health needs.

Strengthen Community Engagement and Mobilization

We work in community with others to promote laws, policies, and practices that advance sexual and reproductive health and rights and social justice. In 2018-2019, we:



Scored legislative victories - The New York State legislature passed a slate of bills for which PPNYC has long advocated!

- The Reproductive Health Act, the Comprehensive Contraception Coverage Act, and the Boss Bill protect sexual and reproductive health care and rights.
- The Gender Expression Nondiscrimination Act ensures that transgender and gender-nonconforming people are treated fairly and equally under the law.
- A ban prohibits subjecting minors to conversion therapy, a discredited and discriminatory practice meant to change someone's sexual or gender identity.
- A statewide Review Board will recommend ways to decrease maternal mortality.
- The Dream Act offers undocumented students access to state financial aid for higher education.



Fought the Title X "gag rule" - We fought against the Trump-Pence administration's "gag rule" that requires clinicians to withhold information from patients about abortion. Lawsuits filed by Planned Parenthood Federation of America, the American Medical Association, and 20 states including New York are making their way through the courts. We will intensify our efforts in the courts and in Congress to block the Title X restrictions.



Partnered with our communities - PPNYC brought free workshops and trainings to the communities we serve. Here are some examples of the work we do every day:

- In Manhattan, our Comprehensive Adolescent Pregnancy Prevention Program facilitated evidence-based curricula in secondary schools.
- In Brooklyn, our Adult Role Models led a parent education workshop at the Metropolitan Detention Center.
- In Queens, our Youth Health Promoters ran a four-part workshop series at Sunnyside Community Services.
- In the Bronx, the Promotores de Salud conducted a birth control workshop in Spanish for the Family Justice Center.
- In Staten Island, we hosted a series of events to cultivate local organizing for reproductive justice.

WHERE WE'RE HEADED

We are already seeing the fruits of a reorganization within our agency that has created new programs devoted to Community Engagement and Equity. We expect to multiply the opportunities for working with partners and individuals in our communities. Some of the efforts we will undertake with them are:

- » Advocate to decrease **rates of maternal mortality**, particularly among African-American women.
- » Launch two new outreach programs, the **Youth Activists Collective** and **Arts and Culture**, that will encourage young people, local artists, and cultural workers to get involved with PPNYC and our issues.
- » **Work intersectionally** for LGBTQI+ rights, immigrants' rights, prison reform, housing justice, workers' rights, and other issues that impact the lives of our patients.

PPNYC strives to be effective as both a leader and partner in efforts to advance sexual and reproductive health, rights, and justice.

Advance Health Promotion

PPNYC uses multimedia and the most popular communications technologies to catch the public eye with our messages about sexual and reproductive health. In 2018-2019, we:



Hosted powerful digital images of our staff, patients, and activists high above **Times Square** in a 30-second ad for two weeks. The three-panel ad covering multiple floors of a skyscraper flashed twice an hour, 24 hours a day, and invited viewers to donate by texting.



Had a featured speaking role at "Love Is Our Superpower," a rally about political activism sponsored by New York City's huge **Comic Con**.



Published an op-ed in **Teen Vogue** by PPNYC's Youth Health Promoters, "Gun Violence Is a Reproductive Health Issue."



Joined the online magazine **MuslimGirl** to co-host a Facebook Live conversation about Muslim women's roles in advocacy about reproductive health.



Created opportunities for our staff and patients to express how important sexual and reproductive health care is for them. They have spoken at rallies, published op-eds in **Gotham Gazette** and **Gay City News**, and presented "Stories of Women" at **Joe's Pub**, one of the city's most prominent stages.



WHERE WE'RE HEADED

PPNYC is invested in exciting new ways to amplify our voice and share our expertise:

- » We're working with writers and directors to uplift **stories about abortion** in films, web series, podcasts, and other media.
- » Six student organizers from the **City University of New York** are arranging events on their campuses to educate students about sexual and reproductive health and opportunities to be activists.
- » Our sexuality educators are leading **Instagram Live** chats about topics such as "Condoms," "Pleasure," and "Body Image," and we're hosting **Tweet chats** to advocate for policies that advance our mission.

Coming Together To Be Stronger

Planned Parenthood of Greater New York (PPGNY) will launch in January 2020! PPGNY will be the result of the merger of Planned Parenthood of New York City, Planned Parenthood of Nassau County, Planned Parenthood Mid-Hudson Valley, Planned Parenthood Mohawk Hudson, and Planned Parenthood of the Southern Finger Lakes. Through PPGNY's 28 health centers in 30 counties, together we will better serve a greater number of New Yorkers across the state.

The merger will make each organization stronger than it was on its own. It will enable a sharing of best practices for providing health care and educational programs. It will enhance our power as advocates for local and state policies that advance sexual and reproductive health, rights, and justice. The merger will permit economies of scale in administering our health centers and adopting the most up-to-date technologies for the delivery of clinical services, preventive health information, and sex education.

After more than 100 years of serving New Yorkers, PPNYC is proud to join in this inspiring transformation that will allow each of the merging organizations to carry out our joint mission in more innovative and effective ways.

“Together, Planned Parenthood of Greater New York will be a potent force for increasing access to sexual and reproductive health services across much of this great state.”

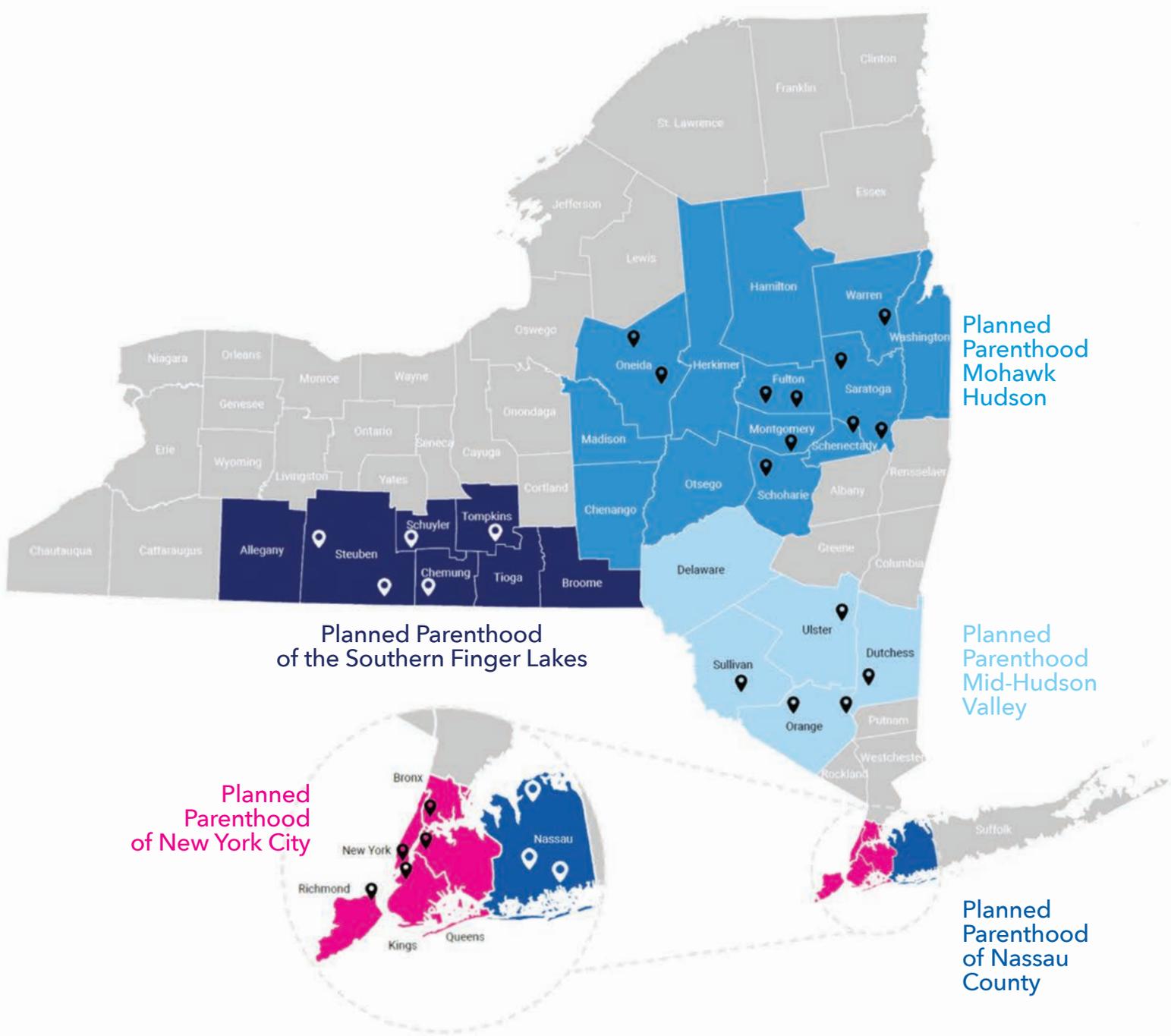
—**Laura McQuade**, President and CEO

Planned Parenthood of Greater New York

 **PLANNED PARENTHOOD MID-HUDSON VALLEY**
5 HEALTH CENTERS

 **PLANNED PARENTHOOD MOHAWK HUDSON**
10 HEALTH CENTERS

 **PLANNED PARENTHOOD OF NASSAU COUNTY**
3 HEALTH CENTERS



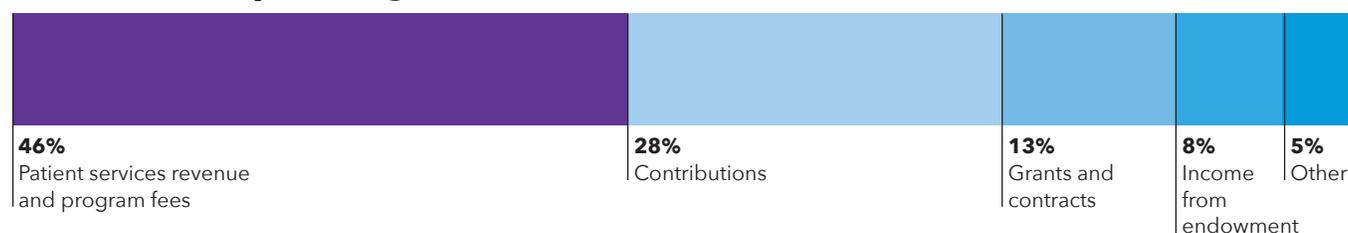

PLANNED PARENTHOOD OF NEW YORK CITY
 5 HEALTH CENTERS


PLANNED PARENTHOOD OF THE SOUTHERN FINGER LAKES
 5 HEALTH CENTERS



Financial Information

Where Our Operating Funds Come From



How Our Funds Were Spent



Consolidated Statement of Financial Position

as of December 31 of each year

	2018	2017
Assets		
Cash and equivalents	\$19,026,055	\$19,991,050
Short-term investments		\$588,741
Accounts receivable, less allowance for doubtful accounts	\$3,139,331	\$2,281,953
Pledges receivable, net	\$3,802,311	\$4,104,926
Grants receivable	\$1,539,540	\$1,575,305
Prepaid expenses and other assets	\$2,048,248	\$1,519,883
Long-term investments	\$100,634,869	\$109,041,721
Land, property, and equipment, net of accumulated depreciation and amortization	\$13,213,580	\$12,747,492
Total Assets	\$143,403,934	\$151,851,071
Liabilities and Net Assets		
Liabilities:		
Accounts payable and accrued expenses	\$4,815,590	\$2,711,620
Deferred rent	\$1,501,104	\$1,137,801
Refundable advances	\$27,898	\$25,715
Total Liabilities	\$6,344,592	\$3,875,136
Net assets:		
Unrestricted	\$56,900,206	\$63,485,482
Board designated	\$3,225,924	\$3,798,342
Temporarily restricted	\$4,030,574	\$7,789,909
Permanently restricted	\$72,902,638	\$72,902,202
Total Net Assets	\$137,059,342	\$147,975,935
Total Liabilities and Net Assets	\$143,403,934	\$151,851,071

Consolidated Statement of Activities and Changes in Net Assets

as of December 31 of each year

	2018				2017
	Unrestricted	Board designated	Temporarily restricted	Permanently restricted	Total
Operating Support, Grants, and Revenue					
Public support and grants:					
Direct contributions	\$13,532,211		\$1,649,341		\$15,181,552
Grants and contracts	\$7,128,363				\$7,128,363
					\$21,874,391
					\$8,491,784
Revenue:					
Patient service fees	\$25,440,356				\$25,440,356
Less: provision for bad debts	(\$331,047)				(\$331,047)
Professional training fees	\$41,038				\$41,038
Endowment assets used for operations	\$4,400,000				\$4,400,000
Other	\$2,410,199				\$2,410,199
Net assets released from restrictions	\$3,565,498	(\$1,326,168)	(\$2,239,330)		
					\$1,384,618
Total Operating Support, Grants, and Revenue	\$56,186,618	(\$1,326,168)	(\$589,989)		\$54,270,461
					\$61,497,698
Expenses					
Program services:					
Clinical services programs	\$37,647,967				\$37,647,967
Educational programs	\$2,763,400				\$2,763,400
Public affairs and advocacy	\$3,119,860				\$3,119,860
Total program services	\$43,531,227				\$43,531,227
					\$40,420,568
Supporting services:					
Management and general	\$11,029,700				\$11,029,700
Development	\$2,669,218				\$2,669,218
Total supporting services	\$13,698,918				\$13,698,918
					\$10,569,063
Membership payments to Planned Parenthood Federation of America					
Total Expenses	\$57,230,145				\$57,230,145
					\$50,989,631
Change in net assets before Non-Operating Revenue and Expenses	(\$1,043,527)	(\$1,326,168)	(\$589,989)		(\$2,959,684)
					\$10,508,067
Non-Operating Revenue and Expenses					
Planned giving - contributions		\$753,750			\$753,750
Planned giving - expenses					(\$174,704)
Investment income	\$750,199		\$2,109,502		\$2,859,701
Endowment assets used for operations	(\$4,400,000)				(\$4,400,000)
Net realized and unrealized gain on investments	(\$1,891,948)		(\$5,278,412)		(\$7,170,360)
					\$7,574,259
Total Non-Operating Revenue and Expenses	(\$5,541,749)	\$753,750	(\$3,168,910)		(\$7,956,909)
					\$7,179,172
Change in net assets	(\$6,585,276)	(\$572,418)	(\$3,758,899)		(\$10,916,593)
Net assets at beginning of year	\$63,485,482	\$3,798,342	\$80,692,111		\$147,975,935
					\$130,288,696
Net Assets at End of Year	\$56,900,206	\$3,225,924	\$76,933,212		\$137,059,342
					\$147,975,935

How You Can Help

PPNYC is a not-for-profit organization, and client fees and public grants cover only a portion of the costs of our clinical services, education and training programs, and advocacy efforts. To sustain our work, we rely on a large network of friends who support us financially and in other ways.

We welcome financial contributions to PPNYC

- Cash, check, or credit card donations of any amount.
- Online donations made through a secure credit card transaction at www.ppnyc.org.
- Donations in memory or in honor of a relative, friend, or colleague.
- Donations of stock, bonds, real estate, or other property.
- Planned gifts, including gifts that return lifetime income and offer other tax benefits.
- New or existing life insurance policies naming PPNYC as a beneficiary.
- Corporate matching gifts.
- Foundation and corporate grants.
- Bequests of cash, securities, or property.

Bequests and devises to PPNYC are deductible for federal and state estate tax purposes in accordance with the law. The following language is suggested:

I give, devise, and bequeath to Planned Parenthood of New York City or its successor, now or formerly at 26 Bleecker Street, New York, NY 10012, a gift of (% of estate or dollar amount), to be used for its general purposes.

For more information, please contact our Development Department at 212-965-7191.



Volunteering for PPNYC

Our volunteers are devoted to keeping our clients healthy and safe. Every day they serve in a wide range of capacities, supporting our health care services, administrative work, educational programs, and outreach to underserved populations. They also engage in a variety of advocacy activities to increase access to reproductive health care and medically accurate sex education.

Sign up for our Advocacy Alerts and we'll update you on policy developments, ask you to contact your legislators about upcoming votes, and invite you to join in other grassroots activism. To sign up, just visit www.ppnyc.org. You can also sign up there to join the Activist Council and be a frontline activist carrying forward the movement for reproductive health, rights, and justice. To learn about volunteer opportunities suited to your interests, please contact us at 212-274-7284 or visit www.ppnyc.org.

Employment at PPNYC

At PPNYC, you'll find commitment to New Yorkers, dedication to providing sexual and reproductive health care, and a focus on justice. We value a diverse workforce and inclusive workplace. If you are interested in employment at PPNYC, please visit <https://jobs.lever.co/ppnyc>.



Board of Directors and Senior Leadership Team

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(deceased in 2018)
Hector P. Prud'homme

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Gloria Basem
*Interim Vice President of Human
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and Marketing*

Lisa Williams
*Special Assistant to the President
and CEO*

Credits

Design: Your Message Media

Printing: Candid Litho

Photos: Page 2 - Michael Moran/OTTO;
Page 4 - Courtesy of Selenis Leyva and
Remezcla.com, the source of her quotation
from an op-ed published December 10,
2018; Pages 6 and 8 - PFPHOTO.

Make an appointment:

You can book an appointment online at www.ppnyc.org or call 212-965-7000 to make an appointment at any one of our health centers in Manhattan, the Bronx, Brooklyn, Queens, or Staten Island.



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